

TOBACCO

PHILIP MORRIS INCORPORATED PHILIP MORRIS U.S.A.

Philip Morris U.S.A. is the nation's leading cigarette manufacturer.

Over the past five years, Philip Morris U.S.A.'s unit growth rate has been a compounded 1.4%.

Marlboro is the largest-selling brand in the U.S.

Marlboro Lights is the largest-selling low tar brand in the U.S.

Benson & Hedges 100's is the largest-selling free-standing 100mm brand in the U.S.

Merit is the largest-selling free-standing low tar brand in the U.S.

Virginia Slims is the leading brand designed for women.

Other brands include Parliament Lights, Cambridge, Alpine, Players Lights, and Saratoga.

Paula De Masi

4/187

Larry Gentilini

by mon 1pm

Reviewed 4/3/87

Page 2 of 3

SW

2045377349